



# TEXAS TOURISM TRAVEL FACTS



TOTAL DIRECT TRAVEL SPENDING IN TEXAS IN 2015

# \$69 BILLION

DIRECTLY SUPPORTED **653,000 JOBS**  DIRECTLY & INDIRECTLY SUPPORTED **1.1 MILLION JOBS**



**1 IN 10** TEXAS JOBS SUPPORTED BY TRAVEL SPENDING



**5<sup>TH</sup>** CONSECUTIVE YEAR OF TOURISM EMPLOYMENT GROWTH **IN TEXAS**



**\$6.2 BILLION** GENERATED IN STATE AND LOCAL TAX REVENUES



**\$7.36 TO \$1 ROI** STATE TAX REVENUE GENERATED BY TEXAS TOURISM ADVERTISING



INTERNATIONAL ARRIVALS IN TEXAS IN 2014 **9.7 MILLION**

**\$6.8 BILLION** INTERNATIONAL TRAVEL SPENDING IN 2014

**3<sup>RD</sup>** HIGHEST SHARE OF DOMESTIC TRAVEL DAYS IN 2014

**70%** OF DOMESTIC TRAVEL FOR LEISURE PURPOSES IN 2014

FOR MORE INFORMATION, VISIT [TRAVEL.TEXAS.GOV](http://TRAVEL.TEXAS.GOV)

**TEXAS**